

# ABSTRACT

A method and system for providing secure access to a service on a web server are disclosed. A label relating to the service is determined by a first user on the web server. The label is returned to the first user. Upon the first user transmitting the label to a second user via a messaging system, information based on the label and the public key of the second user is automatically stored on the web server. Assuming the second user is properly authenticated with respect to his public key, the second user is provided access to the service upon request.